

Message Text

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ORIGIN COME-00

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FM SECSTATE WASHDC
TO AMEMBASSY TAIPEI

UNCLAS STATE 042306

E.O. 11652: N/A

TAGS: BEXP: TW

SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP) - FIRST QUARTER
REVIEW

REFERENCE: TAIPEI 480

1. THE WASHINGTON COMMERCIAL ACTION (WCAG) MET FEBRUARY
3, 1978 TO REVIEW THE PROGRESS OF THE POST IN MEETING
THE FIRST QUARTER GOALS SET BY THE FY '78 COUNTRY
COMMERCIAL PROGRAM (CCP).

2. THE WCAG COMMENDS THE INITIATIVE OF THE COMMERCIAL
ATTACHE IN RE-SHAPING THE CCP TO FIT NEW CIRCUMSTANCES.

3. WCAG IS NOT CONSCIOUS OF LARGE FLOW OF DIRECT SALES
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OPPORTUNITIES CONNECTED WITH THE BMA CAMPAIGN, BUT
LOOKS FORWARD TO NOTIFICATION OF RESULTS OF FIRST
QUARTER EFFORTS. ONLY TWO "TOPS" HAVE BEEN SUBMITTED
FOR FIRST QUARTER FY '78.

4. WCAG BELIEVES THAT MANY OF THE ACTIVITIES DELINEATED
IN YOUR PROPOSED NEW CAMPAIGN NO. 1 COULD BE UNDERTAKEN

UNDER EXISTING CAMPAIGNS. WE SUGGEST THAT WHEREVER

POSSIBLE BMA ACTIVITIES BE SUBSUMED UNDER PRESENT CAMPAIGNS; E.G. PROCUREMENT FOR FINANCE MINISTRY OF DATA PROCESSING EQUIPMENT AND MEDICAL EQUIPMENT BE INCLUDED IN APPROPRIATE EXISTING CAMPAIGNS, HOWEVER, WE ALSO APPRECIATE THAT IT MAKES GOOD SENSE FROM A FUNCTIONAL STANDPOINT TO PLACE BMA ACTIVITIES WITHIN ONE CAMPAIGN. WE ENVISION THE BMA CAMPAIGN AS A SPECIAL OR UNIQUE CAMPAIGN FOR ACTIVITIES HAVING POTENTIAL FOR INCREMENTAL U.S. SALES BUT WHICH DO NOT READILY FIT INTO EXISTING CAMPAIGNS.

5. THEREFORE, IN RECOGNITION OF MISSION'S LIMITED PERSONNEL RESOURCES TO ACHIEVE BMA ACTIVITIES IN ADDITION TO EXISTING CAMPAIGNS, WCAG SUGGESTS THAT BMA CAMPAIGN REPLACE ONE EXISTING CAMPAIGN. IN VIEW HIGH PRIORITY ACCORDED COMPUTERS, MINI-COMPUTERS AND PROCESSING EQUIPMENT (NO. 1), WE PROPOSE DELETION CAMPAIGN NO. 5, ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT. WHILE THE MISSION WILL STILL BE EXPECTED TO STRONGLY SUPPORT THE EIPT SHOW, THE LARGEST DEPARTMENT OF COMMERCE SPONSORED EXHIBITION EVER HELD IN TAIPEI, OTHER ACTIONS IN CAMPAIGN 5 COULD BE DELETED. ALTERNATIVELY, YOU MAY PREFER TO DROP CAMPAIGN NO. 2 - BUILDING AND CONSTRUCTION MATERIALS AND EQUIPMENT, AGAIN UNCLASSIFIED

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WITH THE CAVEAT THAT THE MISSION WILL BE EXPECTED TO SUPPORT THE CONSTRUCTION EQUIPMENT SHOW, A MAJOR OFFSITE.

6. WCAG ALSO PROPOSES THAT INSTEAD OF THREE ARTICLES FOR EACH CAMPAIGN THAT THE MISSION DO ONLY ONE ARTICLE FOR EACH CAMPAIGN.

7. WITH FOREGOING DELETIONS, WCAG BELIEVES MISSION WILL BE ABLE TO SUSTAIN BMA AND FIVE OTHER CAMPAIGNS. WE RELY ON YOUR DISCRETION AS TO WHICH INDUSTRY CALLS SHOULD BE RETAINED. ACTIVITY 5 OF PROPOSED BMA CAMPAIGN FITS MORE LOGICALLY UNDER OTHER SPECIAL POST EFFORTS, ACTIVITY NO. 3, WE BELIEVE.

8. A RESPONSE TO TAIPEI 246 ON THE VSMF FUNDING WILL BE FORTHCOMING NEXT WEEK, AND IT SHOULD CLARIFY THE FUTURE OF ACTIVITY 5, OTHER SPECIAL POST EFFORTS.

9. WCAG CONCURS WITH CCP PRIORITY REALIGNMENTS AND ESTABLISHMENT OF NEW CAMPAIGN IN MANNER SUGGESTED ABOVE. PLEASE SUBMIT AMENDMENTS AND REVISIONS OF FY '78 CCP ASAP, OR ADVISE US IF YOU CANNOT COMPLY WITH OUR

RECOMMENDATIONS. VANCE

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